

CASH COMPACTOR

RAPSCALLIONION



ABOUT US – GET TO KNOW US BETTER

Who are we:

Cash Compactor is a start-up company aiming to maintain and improve our environment through a smart recycling system.

As a company, we want to increase responsible recycling on a global level.

What we believe in:

Facilitate consumers' lives and provide incentives to keep our world green.

Our customers' information should remain private.



PAIN POINTS – PROBLEMS WE WILL SOLVE

01 Landfill waste

Of the 26 million tonnes of waste produced in the UK, 12 million tonnes are recycled, and 14m tonnes are sent to landfill sites. This gives us an average recycling rate of 45%.

03 Ignorance towards sustainability

By monetising this product, people will be encouraged to help clean up the environment.

05 Security and Privacy

Ensure that local information, recycling habits, and data are private.

We only track what materials are used and how often they are.

02 Inconvenience

By facilitating the recycling process and rewarding customers with vouchers, we will overcome the inconvenience of current recycling methods and ensure we are maintaining loyalty through incentives.

04 Government owned recycling centres

Having the government own recycling centers in the UK can lead to inefficiency and lack of innovation.

Privatization would drive down costs and improve recycling rates through better technology and service.





INTRODUCING CASH COMPACTOR

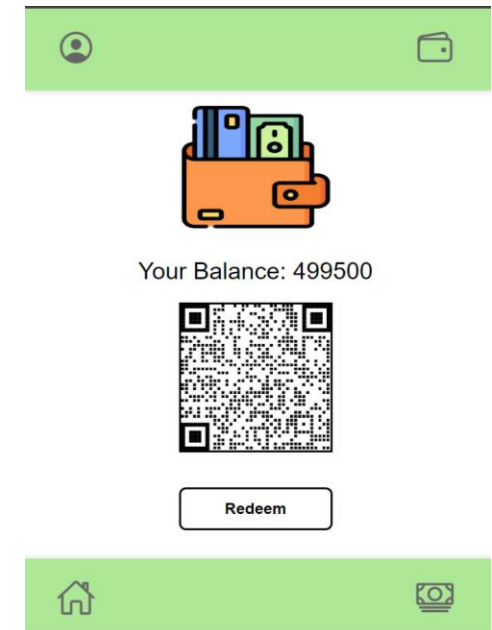
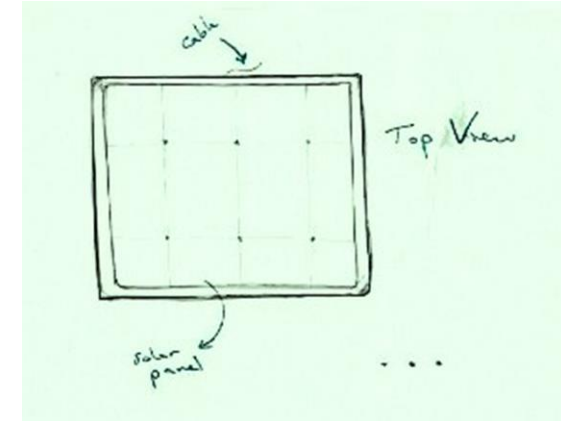
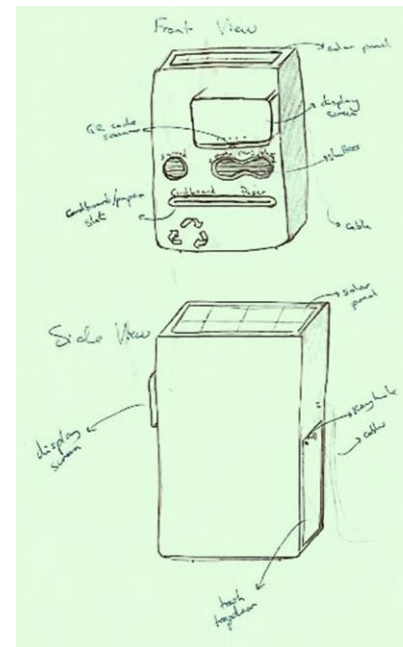
- Introducing recycling machines incentivises users to use points to dispose of their rubbish.
- Integration of a mobile app for users to scan at the machine and deposit their waste.
- Utilising of Tezos blockchain for managing user wallets and points.

Sustainability aspect:

- Promotes recycling and waste reduction by providing tangible rewards.
- Physical cards will only be given to those who request them actively. A delivery fee will be issued as to encourage the use of the digital, environment-friendly method.
- Encourages behavioural change towards responsible waste management. Contributes to environmental conservation by diverting waste from landfills. Enhances community engagement in sustainable practices.



PRODUCT DEMO



PROFIT MAKING

Supermarkets

- We aim to collaborate with supermarkets to further the growth of recycling recyclables and reward those who partake and exchange their recyclables for coupons.

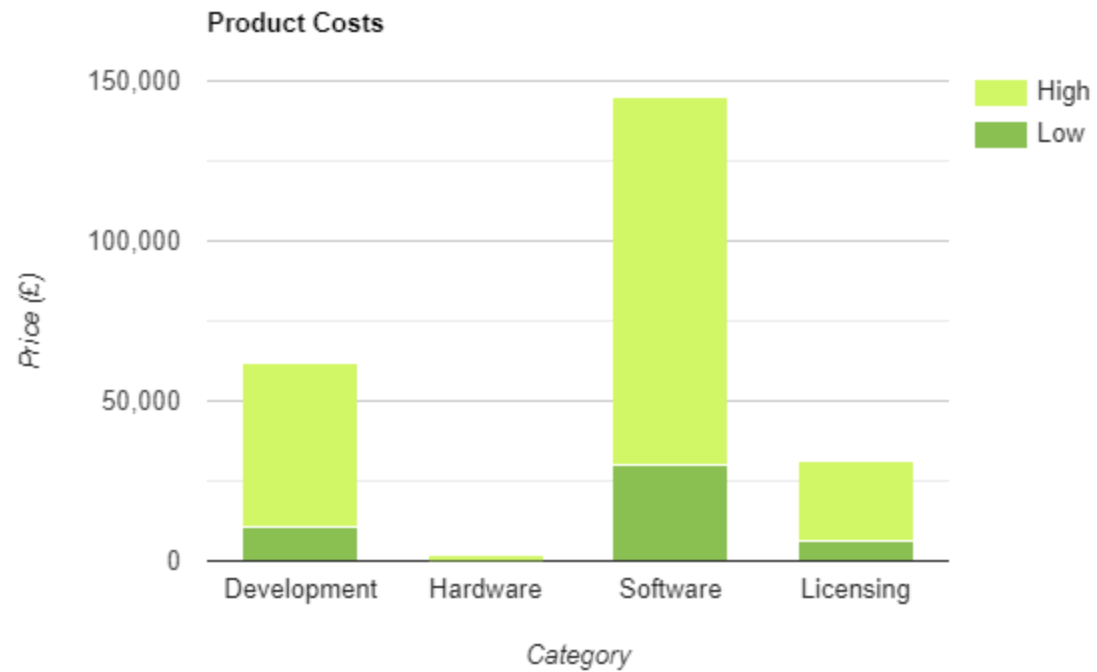
Advertising

- We aim to use in-app advertising within our mobile app that shows customers adverts relevant to the supermarkets we partner with, as well as adverts that are linked with recycling. Also, we aim to have on-device advertising on our product.

Renting

- We aim to rent our machines to the supermarkets we want to partner with and to other supermarkets we wish to partner with in the future to make a profit and provide our customers with more variety in the stores where they can spend their coupons.





COST OF OUR PRODUCT

Grand Total:

Production costs start from:

£46,830.



SUCCESS RATES IN OTHER COUNTRIES

As of 2024, 30 countries have plastic bottle deposit systems

Germany

- Germany's Pfand system allows customers to pay a deposit when they buy certain products, and they will get the deposit back when they return the product.
- This program is the most successful in the world with reports claiming that the success rate has increased to 98% as of 2024.
- However the system only works for products that have a specific barcode.
- There main recycled product is bottles rather than a range of other recyclables.

Britain

- Britain has a recycling programme that charges customers an additional deposit fee when they purchase a drink in a single-use container.
- This deposit is an incentive to support recycling - it is redeemed when the consumer returns the empty container to a return point.
- However this system only accept soft drinks.

United States of America

- Recycling deposits have been introduced in 10 states.
- America as a whole is only successful recycling 32% of their waste.

Canada

- Canada's recycling deposit scheme has been successful, with the program collecting 60-70 % of recyclable products through the programme.
- However, only 9% of all waste is recycled.



**TAKE ACTION FOR OUR PLANET BEFORE
IT'S TOO LATE**

ANY QUESTIONS?

